

GOING TO TOWN WITH WALL MEDIA

Keys Communications have embraced the booming township market wholeheartedly, reigning in mass buying power with innovative wall media. Anisa Kale, founder and CEO, spoke to Magdel Louw



BEARING IN MIND that 70% of SA's population live in urbanised and rural townships, townships are a big market. In fact, this is exactly the area brands target when they want to grow their business, says Kale. This is why they don't view it as an emerging market anymore, but a growth market instead. "In terms of class mobility it's still an emerging market, but the potential for brands to grow their money is in there. Every brand that turns its focus to townships, has grown," she adds, citing Captec, Mac Washing Powder, and African Bank as examples.

This is where township media specialist Keys Communications comes in, who create high quality township wall murals for corporates and government, across the country. However it creates mutually beneficial opportunities for both brands and the township community members. It's a win for the client as this offers them cost-effective access to a growth market with the added benefit of loyalty through their use of structures that belong to the township itself. However it also provides

aesthetic and financial benefits to the community by involving members of the community in the murals, he says.

Kale explains they have two business models, the first being above mentioned asset based community development (ABCD) that incorporates existing structures and then invites spend from big business to rent a wall from a township citizen, make use of local artists to be trained and paint the murals, and where needed make use of local builders to assist with the structure. "That way the client gets the required exposure, but all the money stays in the township. We once referred to it as CSI marketing, which it in effect still is."

Then there's occasion based outdoor solutions (OBOS) that's earmarked for a certain vicinity following different consumer paths that's relevant to the brand's target market. "That's the route you follow as a normal consumer, as commuters, motorists and pedestrians. Plus, wall murals can take you anywhere, even areas not normally allocated to billboards." That way a brand can be sure consumers will see their advertising. Another perk is that especially for township consumers it's beneficial that they are familiar with the particular structures on which the murals are painted, which is why they tend to take ownership of it and therefore trust the medium more.

The quality is good too. According to her the murals are created by high definition extruding with imported paints from Germany, of which the quality is as good as



a billboard's, even better. It's also more durable than vinyl or PVC.

Today Wimpy is one of their biggest clients. They have 48 wall murals nationwide, including smaller towns such as Edeia Bane and Bethal – thus it's not just the metros that are targeted, but the rural areas too. Other clients include Vodacom, that's worked with them for over a year now, and Telkom, regularly updating its wall murals in line with the changing sport seasons, as well as Eskom, Guinness, and the Walker Red, Seemap and Nokus.

"Township spending power is huge, even if it's more spread out of the month. But when they spend, they spend a lot, especially when it comes to FMCG."

